

El Dorado

MAR 3 1944

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 3, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On 6:45 P.M.- 9:40 P.M.	SPRING TERM FASHION MERCHANDISING This 30-week course in the Spring Term Fashion Merchandising has now had 2 sessions, but there is still time to begin the course. It is for young women who work during the day, but who yearn for Junior Executive positions in fashion jobs for now and post-war. Cost, \$175 plus \$15 registration fee. For further information, contact: Laboratory Institute of Merchandising, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET
Saturday Mar. 4 10:30 A.M.	"TRICKS FOR TEENS" MEETING & FASHION SHOW Easter Fashion Show with guest stars and entertainment for teen-agers. They, their parents and the press invited. Guest stars include Tony Pastor, Nick Carter, and Mlle. Louise from Coty. Publ.: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR

WEEK BEGINNING MONDAY, MARCH 6, 1944

Monday Mar. 6 11:00 A.M.	SPRING SHOE COLLECTION Press by invitation only.	DELMAN OF BERGDORF GOODMAN Publicity: Viola Shefer, PL. 3-2116.	754 5TH AVENUE
Monday Mar. 6 1:00 P.M. Luncheon	"HEADWAY INTO SPRING" LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Publ.: Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	ST. REGIS HOTEL IRIDIUM ROOM St. Regis Publ.: M.A. Rice, PL. 3-4500.
Monday Mar. 6 1:00 P.M. Luncheon	TROUSSEAU SHOW IN WOOL This Bridal Trousseau showing looks like a trend-setter, with fine woollens replacing the customary silks. Press, strictly by invitation. Lord & Taylor Publicity: Eleanor Hillebrand, WI. 7-3300. Bureau of Fashion Trends Publicity: June Hamilton Rhodes, WI. 7-7476.	LORD & TAYLOR AND BUREAU OF FASHION TRENDS	JR. LEAGUE CLUB HOUSE 221 EAST 71ST STREET
Monday Mar. 6 8:00 P.M.	WOMEN FOR VICTORY Awards will be presented to American and Soviet heroines of home front and battlefield. Preview of American home equipment to be sent to the Soviet. Also, music and drama features by radio, stage and screen stars. Tickets on sale at Carnegie Hall, 65¢-\$2.20. Publ.: Muriel Draper, MU. 3-2082.	NAT'L COUNCIL OF AMER- ICAN-SOVIET FRIENDSHIP	CARNEGIE HALL 7TH AVE. & 57TH ST.
Monday Mar. 6	EXHIBIT: HIGH SCHOOL ART 12,000 entries of 15 different classifications of art, including oil, charcoal, photography, hand prints and battlefield art work, all done by high school students; awards will be given on Monday, Mar. 13th for the best pieces of art. Publicity: Miss Raices, CH. 4-2000.	R.H. MACY & CO., INC. AND SCHOLASTIC MAGAZINE	7TH AVENUE BUILDING 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 6	OPENING: "CHARM HOME" New room set-ups, corners redecorated in grand styles, period, modern, etc. Public and press invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	VICTORIA SHOP 6TH FLOOR
Beginning Monday Mar. 6	NEW CLASSES IN MILLINERY Spring courses in millinery for beginners and advanced students are now opening at the studios of Traphagen School. Individual instruction includes patternmaking, blocking, draping, copying, designing, latest fashion trends and salesmanship. Students may enter at any time. Special intensive Easter Course. For further information, Contact: Adelaide Y. Miller, CO. 5-7160.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday Mar. 6- Mar. 18	42ND ANNUAL TOY FAIR For further information, Contact: Mr. H. D. Clark, GR. 5-6686.	TOY MFRS. ASSN. OF U.S. (200 FIFTH AVENUE)	McALPIN HOTEL AND SHOW- ROOMS AT 200 5TH AVE. & 1107 BROADWAY
Tuesday Mar. 7 1:00 P.M. Luncheon	PROMENADE: SPRING AND SUMMER FASHIONS Includes many Jonai Originals and ready-to-wear costumes. Head-dresses by Lily Dache. Open to public. Press by invitation. Luncheon a la carte. Jonai Publicity: Mr. Nathan, PL. 5-5430. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI, INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Mar. 7 9:00 P.M.- 11:00 P.M.	PREVIEW OF CONTEMPORARY AMERICAN ART To benefit the Citizens Committee for Army and Navy, and also Artists for Victory, this event for which tickets cost \$5.50 a piece will have a preview of Contemporary American Art. Guests of honor include Mrs. F. D. Roosevelt, Ambassador and Lady Halifax, Governor and Mrs. Thomas Dewey and others. Contact: Grand Central Art Galleries, MU. 6-4737.	AMERICAN-BRITISH GOOD- WILL EXHIBIT OF ARTISTS FOR VICTORY	GRAND CENTRAL ART GALLERIES 15 VANDERBILT AVE.
Tuesday Mar. 7 Wednesday Mar. 8	2-DAY STYLE CONFERENCE Members of men's, women's, and children's Shoe Committee of the N.S.R.A., together with manufacturers, representatives and members of the trade and press will participate in a conference, the theme of which is, "What Will We Do With Victory?" Contact: L. E. Langston, AS. 4-9515.	NATIONAL SHOE RE- TAILERS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Mar. 8 1:00 P.M. Luncheon	FEATURING FUR CAPES AT FASHION LUNCHEON Open to public. Press by invitation. Luncheon a la carte. Dein Bacher Publ.: Miss Davis, PL. 8-0221. Waldorf Publ.: Ted Saucier, EL. 5-3000.	DEIN BACHER (WALDORF ASTORIA)	WALDORF ASTORIA HOTEL SERT ROOM
Beginning Wednesday Mar. 8	SERIES OF TABLE SETTINGS New groupings, using traditional and post-war ideas in linens, silver, and table settings. Press and public invited. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER	GIFT SHOP 4TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Mar. 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Macy's seasonal spring display to which the press may come, by invitation. Open to public. Luncheon, \$2. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Alma Zaiss, PL. 3-1740.	R. H. MACY & CO., INC.	PLAZA HOTEL PERSIAN ROOM
Thursday Mar. 9 3:30 P.M.	PRESS PREVIEW: SPRING ORIGINALS A small and choice collection of original gowns and costumes in Paule Madoc's inimitable French manner, presented in association with Marcelle Milliat. Hats by Germaine Vittu. Press, strictly by invitation. Publicity: Anna T. Moore, ST. 9-6000.	MME. PAULE MADOC	SALON 509 MADISON AVENUE
Friday Mar. 10 3:15 P.M.	COOKING SCHOOL: "VICTORY MENUS" New food ideas brought about by the war are discussed and instructions given on how to prepare and serve them. Under the direction of Elsa Steinberger, of the Brooklyn Union Gas Co. Press and public invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Friday Mar. 10 <i>Time 12:30 PM Luncheon</i>	RED CROSS LUNCHEON FOR WHOLESALE MILLINERS To raise the milliners' quota for the Red Cross 1944 War Fund Drive, the manufacturers are getting together on March 10th for a big jamboree. Contact: Dwight Rockwell, BR. 9-2104. <i>Luncheon Pz.</i>	THE AMERICAN RED CROSS	McALPIN HOTEL B'WAY AT 34TH STREET
Sunday Mar. 12	NATIONAL SPRING RETAIL MILLINERY WEEK Retail stores the country over will feature millinery windows and departmental displays. For promotional material, etc., contact: Seymour Mittlemark, CH. 4-6547.	MILLINERY STABILIZATION COMMISSION, INC.	ALL OVER THE COUNTRY
Beginning Monday Mar. 13 11:00 A.M.- 3:00 P.M.	VICTORY GARDEN & FOOD CENTER <i>Board</i> Lectures and displays of gardens and food under the auspices of the Victory Garden Council, <i>(Brooklyn Garden Clubs and the American Red Cross)</i> . Also, 2 weekly lectures on war-time nutrition beginning April 11th, followed by talks on canning in May. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS AND THE AMERICAN RED CROSS	HOME FURNISHINGS 5TH FLOOR
Monday Mar. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Spring Originals with the characteristic Collins' flair. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Harry Collins, PL. 3-9403. St. Regis Publ.: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.	HARRY COLLINS (647 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
<i>Thurs</i> Monday Mar. 10 <i>16</i> 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon from \$2. Publicity: Miss Galbraith, PL. 3-9600. Pierre Publicity: Mary Alice Rice, RE. 4-5900.	DOBB'S PARK AVENUE	PIERRE HOTEL COTILLION ROOM
Monday Mar. 13	ART EXHIBIT Wonderful colorings of 28 of California's famous painters, including Will Foster, John Hubbard Rich, Stan Poray, Paul Lauritz, Duncan Gleason and others, represented by oils and water colors. Public invited. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S AND CALIFORNIA ART CLUB	ART GALLERY 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 13	PUBLICATION DATE "GOODBYE MR. CHIPPENDALE" A first-rate debunking job of antiques, a kind of "Fashion is Spinach" about furniture. Traffic in precious antiques is described as patronage of the rubbish heap of Europe, by rich Americans. Sure to anger antique dealers, but nevertheless, a provocative, forward-looking point of view. Well worth reading. Publicity: Margaret Carson, MU. 2-2055.	ROBSJOHN-GIBBINGS ALFRED KNOPF	ALL BOOK DEPARTMENTS
Monday Mar. 13-	POST-WAR BEAUTY CONVENTION Theme of this show is how women will convert from war work to civilian beauty again. There will be events all day, including classes in coiffures as related to faces and fashions. Exhibits of all kinds, plus a coordinated fashion show of spring Hats and Accessories styled to faces and hair. Open to members of trade and press. Publicity: A. Gail, CI. 7-6432.	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD STREET
Mar. 15 Mar. 14 8:30 P.M.			
Tuesday Mar. 14 11:00 A.M.	ADVANCE SPRING COLLECTION Tailor-mades, hand-knits and exclusive accessory originals. Press strictly by invitation. Publicity: Viola Shefer, PL. 3-2116.	HENRY À LA PENSÉE	SALON 9 EAST 55TH STREET
Tuesday Mar. 14 12:45 P.M.	LUNCHEON MEETING Speakers to be announced. Luncheon, \$1.65, including tip. Open to members and friends. Publicity: Mrs. Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Tuesday Mar. 14 1:00 P.M. Luncheon	DRAMATIC FASHION SHOW OF HATS There is always showmanship in a Florell millinery presentation. Open to public. Press by invitation. Luncheon a la carte. Florell Publ.: Mr. Fredericks, PL. 5-0895. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Mar. 14 1:00 P.M. Luncheon	EASTER STYLES AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon from \$2. Russeks Publicity: Beatrice Castle, WI. 7-1900. Pierre Publicity: Mary Alice Rice, RE. 4-5900.	RUSSEKS 5TH AVENUE	PIERRE HOTEL COTILLION ROOM
Wednesday Mar. 15 1:00 P.M. Luncheon	"COVER GIRL" FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Saks Publicity: Eleanor Lambert, PL. 5-8580. Waldorf Publicity: Ted Saucier: EL. 5-3000.	SAKS 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Mar. 15- Apr. 30	EXHIBIT BY MODERN CUBAN PAINTERS The first exhibit of this kind in the country. Planned to show a dozen or more well-known Cuban artists' paintings and drawings. This exhibit is through the collaboration of Cuba's leading modern painting patron, Señora María Luisa Gómez Mena. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday Mar. 16 1:00 P.M. Luncheon	SPRING SHOWING: FURS, HATS AND ACCESSORIES A Spring collection featuring careful needlework and exclusive fabrics in custom-made originals and hand-made pure silk blouses. Also, a small collection of ready-to-wear costumes, furs, hats and accessories, all by Stein & Blaine. Open to public. Press by invitation. Luncheon, \$2. Publicity: Alma Zaiss, PL. 3-1740.	STEIN & BLAINE (15 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Mar. 16	ANNUAL FUR FASHION PROMENADE	SOL VOGEL (FUR DESIGNER) (330 SEVENTH AVENUE)	GOVERNOR CLINTON HOTEL 7TH AVE. AT 31ST ST.
Friday Mar. 17 10:00 A.M., 2:00 P.M.	This fur designer always adds showmanship to his collection of furs. Generally, Hollywood star names and other arresting tie-ups are included, and collateral newspaper, motion picture, and magazine promotion back the show. Sol Vogel fur originations include high-style and popular-priced models. Open to fur buyers, manufacturers, fur trade and press. For further information, contact: Sam Hersh, PE. 6-7426.		
Beginning Friday Mar. 17	TOBÉ COBURN SCHOLAR- SHIP CONTEST	ABRAHAM & STRAUS AND TOBE COBURN SCHOOL FOR FASHION CAREERS	CENTRAL BUILDING 2ND FLOOR, A & S HI-SCHOOL SHOP
	Contestants for a 20-month course at the Tobé Coburn School for Fashion Careers, may obtain entry blanks at Abraham & Straus on March 17th, 18th, 24th and 25th. Contestants will take 2 quizzes which will be judged by fashion authorities, under the auspices of the Tobé Coburn School. Abraham & Straus Publicity: Emily Adamson, TR. 5-7200.		
Saturday Mar. 18 9:30 A.M.- 5:30 P.M.	MODERN MISS MERRY-GO-ROUND	ABRAHAM & STRAUSS AND SIMPLICITY PATTERNS	FABRIC DEPARTMENT MAIN FLOOR
<i>Hayler's</i>	An informal day-long presentation of "Modern Miss Classics." A timely collection of dresses will be modeled by High School Students selected by Abraham & Straus' own fashion board. Tips on etiquette, grooming, etc. by Joan Finlay, Simplicity Pattern Co. stylist. High school students invited; press also. Publicity: Emily Adamson, TR. 5-7200.		
Saturday Mar. 18 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW & ENTERTAINMENT	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
	A fashion show, with the theme "Made in New York", directed by Ann Loweth, with models by Charles Armour, William Bloom, Anthony Blotta, I. J. Fox, Fox-Brownie and others. Personalities from radio, stage and screen will entertain. Dancing after the show. Tickets from \$1.10-\$8.80. Contact: Mrs. Gustave Hartman, AL. 4-8300.		
Monday Mar. 20 1:00 P.M. Luncheon	SPRING DRESS FASHIONS AT LUNCHEON SHOWING	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
<i>origins line</i>	Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mimi Tuthill, PL. 3-8259. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.		
Tuesday Mar. 21 1:00 P.M. Luncheon	SPRING FASHION PRESENTATION	PEGGY ROTH (400 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Spring and Summer prints, town suits, pure silk shantungs and dinner clothes. Open to public. Press by invitation. Luncheon a la carte. Peggy Roth Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Mar. 22 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	SPORTSWOMAN, INC. (25 EAST 53RD ST.)	WALDORF ASTORIA HOTEL SERT ROOM
<i>line</i>	Open to public. Press by invitation. Luncheon a la carte. Sportswoman Publicity: Miss Miller, PL. 3-2544. Waldorf: Ted Saucier, EL. 5-3000.		
Thursday Mar. 23 1:00 P.M. Luncheon	ATTRACTIVE SPRING ORIGINALS FEATURED	JAY THORPE, INC. (24 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
	The fashion press and public will review a collection of original Spring fashions at this luncheon showing. Press by invitation. Luncheon \$2. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300. Plaza: Alma Zaiss, PL. 3-1740.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 27 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: HATS AND GOWNS Gowns by Martha Levine ; Hats by Madame Pauline. Open to public. Press by invitation. Luncheon from \$1.85. Mme. Pauline. Publicity: Elizabeth Maher, EL. 5-4248. St. Regis: Mary Alice Rice, PL. 3-4500.	MME. PAULINE (6 E. 53 ST.) MARTHA LEVINE (501 MADISON)	ST. REGIS HOTEL IRIDIUM ROOF
Beginning Monday Mar. 27	FALL FASHIONS IN WOMEN'S SHOES	ST. LOUIS SHOE MANUFACTURERS ASSOCIATION	JEFFERSON HOTEL STATLER HOTEL ST. LOUIS, MISSOURI
Tuesday Mar. 28 1:00 P.M. Luncheon	PRESENTATION OF CRISP SUMMER COTTON FASHIONS Early summer play and town clothes of high fashion cottons, designed by Zachary Bogart. Open to public. Press by invitation. Luncheon a la carte. Cotton Shop Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP (543 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Mar. 28- Mar. 30	SAFE, MODERN WORK CLOTHES A showing of Safety Clothes on live models. Also, talks on help and employee training, by authorities. For further details, Contact: The Greater N. Y. Safety Council, 60 East 42nd St., MU. 2-0813.	GREATER NEW YORK SAFETY COUNCIL	60 EAST 42ND STREET
Tuesday Mar. 28- Mar. 31	PACKAGING CONFERENCE AND EXPOSITION Reconversion and trends in future packaging are the themes of the display and conference, proving what modern war has done to packaging. Both military and civilian packing will be taken up and future trends outlined. Contact: American Management Association, 330 West 42nd St., BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	PALMER HOUSE CHICAGO, ILLINOIS
Wednesday Mar. 29 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon a la carte. Kathleen Publ.: Mrs. Oliver Hoyt, VO. 5-3464. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.	KATHLEEN, INC. (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Mar. 29	26TH ANNUAL CONVEN- TION AND DINNER	NATIONAL KNITTED OUTERWEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 44TH STREET
Saturday Apr. 1	PROPOSED <i>Introduce new</i> DATE OF 20% FUR TAX LEVY Some retailers are still debating the passage of this tax. It looks as if it may go through by April 1st.	UNITED STATES TAX- ATION COMMISSION	ALL OVER THE COUNTRY
Apr. 3	NO HOTEL FASHION SHOWS DURING HOLY WEEK.		
Tuesday Apr. 4- Apr. 6	NATIONAL SALES PROMOTION CLINIC A big-scale conference, attracting country-wide store promotion, advertising and publicity men, radio and newspaper executives. Open forum discussions on media, window displays and the place of radio in advertising. Also, a National open competition for retail store display men, awarding a prize to the winner. For more details, contact: Lewellyn Harries, Manager of Sales Promotion Division of N.R.D.G.A. Publicity: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	NETHERLAND PLAZA HOTEL CINCINNATI, OHIO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Apr. 9	EASTER SUNDAY		
About Apr. 10	MARY LEWIS SHOP OPENS Mary Lewis, the wonder girl of the retail field is giving up her small shop in Rockefeller Center and will open a larger shop, formerly occupied by Grande Maison de Blanc, where she will carry play clothes, sportswear and a full assortment of women's, misses', juniors' and children's wear. The new Mary Lewis Shop will have 6 floors, and by this move, Miss Lewis will climb into the Gold-Coast section of 5th Avenue, between The Tailored Woman and Delman Shoe Salon. She has been in business 4 years to the day of April 10th. This is her third location. She will still keep a small shop, on one floor of the Promenade at Rockefeller Center, carrying only play clothes and children's wear. Publicity: Rosemary Sheehan, CO. 5-3147.	MARY LEWIS	746 FIFTH AVENUE
<i>June</i> Wednesday Apr. 12 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF ASTORIA HOTEL SERT ROOM
Sunday Apr. 16- Apr. 19	EXHIBIT OF FALL SHOE LINE This is to please the N. Y. Shoe Market which will join in providing the retail shoe industry with a concentrated Fall Market Week. This will enable quality firms to present a full-bodied display of better shoes and thus also establish shoe styles for the entire country. More details when the schedules for the Fall Market Week are announced.	ST. LOUIS SHOE MFRS. & NEW ENGLAND SHOE & LEATHER ASSOCIATION	McALPIN HOTEL 34TH STREET & BROADWAY
<i>June</i> Tuesday Apr. 18 1:00 P.M. Luncheon	BRIDAL TROUSSEAUX AND LINENS FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Apr. 18 4:00 P.M.- 6:00 P.M.	FASHION SHOW AND AWARDS Awards will be presented to Junior WINS for fashions created through local contests nationally conducted. Winners of \$100 War Bond prizes and 3 day trips to New York previously decided on Mar. 28th, will receive final awards during fashion show presentation. Press by invitation. Publicity: Kathleen Barker, LE. 2-4455.	LADIES HOME JOURNAL & NAT'L NEEDLECRAFT BUREAU	PIERRE HOTEL BALLROOM
Tuesday Apr. 18	GREATER NEW YORK FUND DRIVE OPENS For further information, contact: Greater New York Fund, LO. 3-3000.	GREATER NEW YORK FUND	ALL OVER NEW YORK
<i>Shirley</i> <i>50</i> Friday Apr. 21	ANNUAL CONFERENCE: HOSIERY INDUSTRY Details later, when announced. Contact: Mrs. Jellamy, MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday May 1	COTTON FASHIONS AT LUNCHEON Special cotton costumes will be featured emphasizing year-round uses of cottons. Also, play clothes at this first St. Regis Roof luncheon of the	FRANKLIN SIMON	ST. REGIS HOTEL ROOF GARDEN

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
season. Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600; St. Regis Publicity: Mary Alice Rice, PL. 3-4500.			
Monday May 1- May 6	NATIONAL POSTURE WEEK Display managers around the country are putting in patriotic windows, the best to receive \$5000 in War Bond prizes. For further information, Contact: Samuel Higby, MU. 3-9454.	S. H. CAMP COMPANY	200 MADISON AVENUE, N.Y. AND JACKSON, MICHIGAN
Tuesday May 2 1:00 P.M. Luncheon	BODY MAKE-UP FOR BARE FASHIONS With summer bathing beaches in mind, this luncheon show will demonstrate the kinds of cosmetics the new bare fashions require. Open to the public. Press by invitation. Luncheon a la carte. Jay Thorpe Publicity: Murrow McCurnin, CI. 7-4300. Ritz Publicity: Marion Morrison, PL. 3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM
<i>See</i> Tuesday May 9 1:00 P.M. Luncheon	BRIDAL GIFTS FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Jensen Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM
Thursday May 18 May 19	ANNUAL CONVENTION Chairman of the convention committee, L. R. Root of Scovill Mfg. Co. Program events listed later. Contact: Toilet Goods Association, CO. 5-5443.	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration, emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton in war, with emphasis on the new plastic finishes, water-repellant, flameproof and weather-resistant finishes for troop uses, and other exciting developments in cotton fabrics. More details later. To tie-in contact: Cotton-Textile Institute, WO. 2-0270.	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY
Thursday May 25- Nov. 12	AMERICANA EXHIBIT Paintings, prints, costumes, architecture and decorative materials in this Americana exhibit, will be chronologically installed in the museum's first floor restaurant , to give the complete picture of American culture. The range of the exhibit is from the 18th Century to the present. Open to public after Press Opening and Reception on May 25th. Contact: Brooklyn Museum, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Sometime In May	ANNUAL RECEPTION AND DINNER This year's guest of honor at the 45th anniversary of the National Jewish Hospital at Denver, will be Reagan P. Connally, President of Interstate Department Stores and recently resigned head of the Consumer Division of the OPA. This widely attended charity affair always draws large crowds from the most important New York retailers and manufacturers. Details concerning price of tickets, how obtained, etc. will appear in an early issue of FASHION CALENDAR. Contact: Mr. Houtz, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Beginning ..OPERAS FOR THE COMING WEEK, METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH ST.
 Friday Bizet's "Carmen", at 8:00 P. M. By popular demand. Sat., Mar. 4,
 Mar. 3 Puccini's "La Boheme", at 2:00 P.M.; Sat., Mar. 4, Wagner's "Tristan und
Isolde", at 7:45 P.M.; Wed., Mar. 8, "Parsifal", at 7:00 P.M.; Thursday,
 Mar. 9, Verdi's "La Traviata", at 8:30 P.M. Friday, Mar. 10, Wagner's
 "Tannhaeuser", at 8:00 P.M.; Sat. Mar. 11, Verdi's, "Rigoletto", at 8:30 P.M.
 Publicity: Constance Hope, PL. 3-3390.

Friday.....PREMIERE: "JACK LONDON" (Movie) PALACE THEATRE, B'WAY AT 47TH STREET
 Mar. 3 A United Artist picture, starring Michael O'Shea, Susan Hayward and others.
 Costumes, Maria Donovan and Arnold MacDonald. Publicity: Arthur Jeffrey,
 BR. 9-7300.

Saturday....GILBERT & SULLIVAN REPERTORY AMBASSADOR THEATRE, 215 WEST 49TH STREET
 Mar. 4 Cast includes Florenz Ames, Robert Pitkin, Roland Partridge and others.
 Matinee, "Iolanthe"; Sun., Mar. 5, Matinee and Evening, "The Mikado";
 Mon., Mar. 6, "Patience"; Fri., Mar. 10, "H.M.S. Pinafore" and "Trial by
Jury"; Sat. Mar. 11, Matinee, "H.M.S. Pinafore"; Evening, "Pirates of
Penzance". Publicity: C. P. Greneker, CI. 6-9500.

Wednesday...PREMIERE: "THE PURPLE HEART" (Movie), ROXY THEATRE, 7TH AVE. AT 50TH ST.
 Mar. 8 A 20th Century-Fox picture starring Dana Andrews, Richard Conte and Farley
 Granger. Story of the bombing of Tokyo. Costumes, Yvonne Wood. Pub-
 licity: Jeannette Sawyer, CI. 6-0950.

Jues. Friday.....PREMIERE: "VOICE IN THE WIND" (Movie), VICTORIA THEATRE, B'WAY AT 46TH ST.
 Mar. 10 14 A United Artist picture starring Francis Lederer and Sigrid Gurie. This
 is a gripping drama. Publicity: Arthur Jeffrey, BR. 9-7300.

Friday.....PREMIERE: "SHINE ON HARVEST MOON" (Movie), STRAND THEATRE, B'WAY AT 47TH ST.
 Mar. 10 A Warner Bros. picture with Ann Sheridan, Dennis Morgan, Irene Manning and
 others. Based on the life of Nora Bayes. Costumes, Milo Anderson. Pub-
 licity: Eve Siegel, CI. 6-1000.

Tuesday.....OPENING: "JACOBOWSKY AND THE COLONEL", MARTIN BECK THEATRE, 302 W. 45TH ST.
 Mar. 14 An original play by Franz Werfel around which an American comedy has been
 8:40 P.M. based by S. N. Behrman. Cast includes Annabella, Louis Calhern, Edward
 Bromberg and others. Director, Elia Kazan. Produced by the Theatre Guild.
 Costumes, Emeline Roche. Publicity: Alfred Tamarin, CO. 5-0024.

Wednesday...LECTURE: ANNE O'HARE McCORMICK TOWN HALL, 123 WEST 43RD STREET
 Mar. 15 Mrs. McCormick, Editor, N. Y. Times, will talk on "War Today." Mrs.
 McCormick will deliver one of the outstanding Town Hall Wednesday lecture
 in this series of 12. Price for series, \$10 or \$12. Contact: Town Hall,
 VI. 7-5800.

Wed Friday.....PREMIERE: "ALI BABA AND THE 40 THIEVES", PALACE THEATRE, B'WAY AT 47TH ST.
 Mar. 17 5 A Universal technicolor comedy starring Maria Montez, Jon Hall and Andy
 Devine. Costumes, Vera West. Publicity: Al Horwitz, CI. 7-7100.

Tuesday.....PREMIERE: "SEE HERE PVT. HARGROVE" (Movie), ASTOR THEATRE, B'WAY AT 44TH ST.
 Mar. 21 Gala opening of the life at Ft. Bragg of Pvt. Hargrove, the most famous
 soldier in the United States Army. The book is too well-known to need
 more details. Costumes, Irene. Publicity: Herbert Crocker, BR. 9-7800.

Wednesday...PREMIERE: "LOST ANGEL" (Movie) CRITERION THEATRE, 1514 BROADWAY
 Apr. 5 A Metro-Goldwyn Mayer modern comedy with Margaret O'Brien, a child, in the
 leading role; Robert Young and James Craig, supporting players. Costumes,
 Irene. Publicity: Herbert Crocker, BR. 9-7800.

Wednesday...OPENING: "CHICKEN EVERY SUNDAY", HENRY MILLER THEATRE, 124 W. 43RD STREET
 Apr. 5 A comedy about a Hollywood producer as a Broadway impresario. Said to be
 8:40 P.M. Jed Harris. Sounds like a good laugh show. Publ.: Nat Dorfman, ME. 3-0858.